

**REPORT - PLANNING COMMISSION MEETING**  
**September 12, 2002**

**Project Name and Number:** Target Artwork Proposal (PLN2002-00249)

**Applicant:** Target Corporation

**Proposal:** To consider a request by Target to discuss the incorporation of a trellis structure at the corner of Fremont Boulevard and Walnut Avenue in fulfillment of a condition of approval requiring public art.

**Recommended Action:** Provide direction to applicant and staff

**Location:** 39301 Fremont Boulevard (corner of Fremont Boulevard and Walnut Avenue)

**Assessor Parcel Number(s):** 501-0976-010-00

**Area:** +/-14.4 acre site

**Owner:** Target Corporation

**Agent of Applicant:** John Dewes and Christopher Coonan

**Consultant(s):** Nicole Hueser, RSP Architects

**Environmental Review:** Categorically exempt from CEQA per Section 15311, Accessory Structures.

**Existing General Plan:** CBD, Central Business District

**Existing Zoning:** C-B-D, Central Business District

**Existing Land Use:** Target store and associated site improvements currently under construction.

**Public Hearing Notice:** Public hearing notification is applicable. A total of 29 notices were mailed to owners of property within 300 feet of the site on the following streets: Argonaut Way, Fremont Blvd. Monterey Way, Parkhurst Drive, Ross Common and Terrance, Sacramento Avenue, Stratton Common, Sundale Drive, Wainright Common and Terrace and Wall Common. The notices to owners and occupants were mailed on August 30, 2002. A Public Hearing Notice was delivered to The Argus on August 28, 2002 to be published by August 31, 2002.

**Executive Summary:** On April 11, 2002, the Planning Commission took action to approve the renovation of an existing department store building and associated site improvements for a new Target store. The Commission requested, and the applicant agreed, to incorporate a public art element at the corner of Fremont Boulevard and Walnut Avenues. The applicant is now requesting that the Planning Commission approve a trellis feature at this corner location as satisfying this obligation.

**Project Description:** The Target Corporation is requesting the Planning Commission's input and direction regarding the use of a trellis feature to satisfy the requirement (condition of approval) for public art. The proposed project entails the construction of a new curved trellis within the landscape area at the corner of Fremont Boulevard and Walnut Avenue. The trellis would be made predominantly of wood, although the support columns would be constructed using tubular steel covered in wood. The trellis would be constructed in three main sections that follow the curve of the interior drive aisle within the parking lot. The overall height of the structure would be approximately 15.5 feet. The photo simulation shows that vines would be trained to grow on the trellis and landscaping would be installed at the base of the structure.

The applicant is proposing the trellis structure to satisfy a condition of approval that reads:

*“C-3 The applicant shall return to the Planning Commission for review and approval of a public art element at the corner of Fremont Boulevard and Walnut Avenue. The public art shall be installed within a time period to be determined by the Planning Commission at the time of their review.”*

#### **Project Analysis:**

- **General Plan Conformance:** The existing General Plan land use designation for the project site is Central Business District. The following General Plan policies are applicable to the proposed project:
  - LU-2.9 Public open spaces and plazas shall be strongly encouraged throughout the CBD. Such areas should be visible and accessible from public walkways and be appropriately landscaped with opportunities offered for sitting.
  - LU-2.10 Encourage publicly visible art works in new and private developments and in public spaces.
- **Zoning Regulations:** The property is zoned C-B-D, Central Business District. Within this zone there is no required setback for structures, however, parking areas must be setback at least six feet from the property line.

#### **Design Analysis:**

- **Site Plan and Design:** The current proposal for a trellis structure provides some visual interest and layering to the site. The structure is also somewhat reminiscent of the trellis structures used along the pedestrian walkways in front of many of the storefronts. The trellis structure, however, does not link to any pedestrian amenities and provides no functional benefits.
- **Landscaping:** The photo simulation of the proposed trellis feature shows that it would be planted with vines and surrounded by landscaping. The photo simulation and site plan also show the contextual location within a landscaped area between the parking lot drive aisle and the sidewalk along Fremont Boulevard and Walnut Avenue. The landscaping scheme is however, conceptual at this stage. Staff suggests that should the Commission wish to approve the trellis that a landscaping plan accompany the final plans for the corner improvements so it can be seen how the landscaping will integrate with the future improvements at this corner and enhance the overall experience. Staff also suggests that the landscaping plan and plant materials for this area be somewhat unique to further reinforce the corner and draw attention to the area.

Staff finds that while the current proposal for a trellis structure provides some visual interest and layering to the site it does not necessarily fulfill the specific requirement and intent of the condition for public art discussed by the Planning Commission at their April 11, 2002.

**Environmental Analysis:** The proposed project has been found to be exempt under the provision of the California Environmental Quality Act, Section 15311, Accessory Structures.

**Enclosures:** Site Vicinity Map  
Photo simulation of proposed trellis  
Trellis plans and details  
Planning Commission minutes from April 11, 2002

#### **Recommended Actions:**

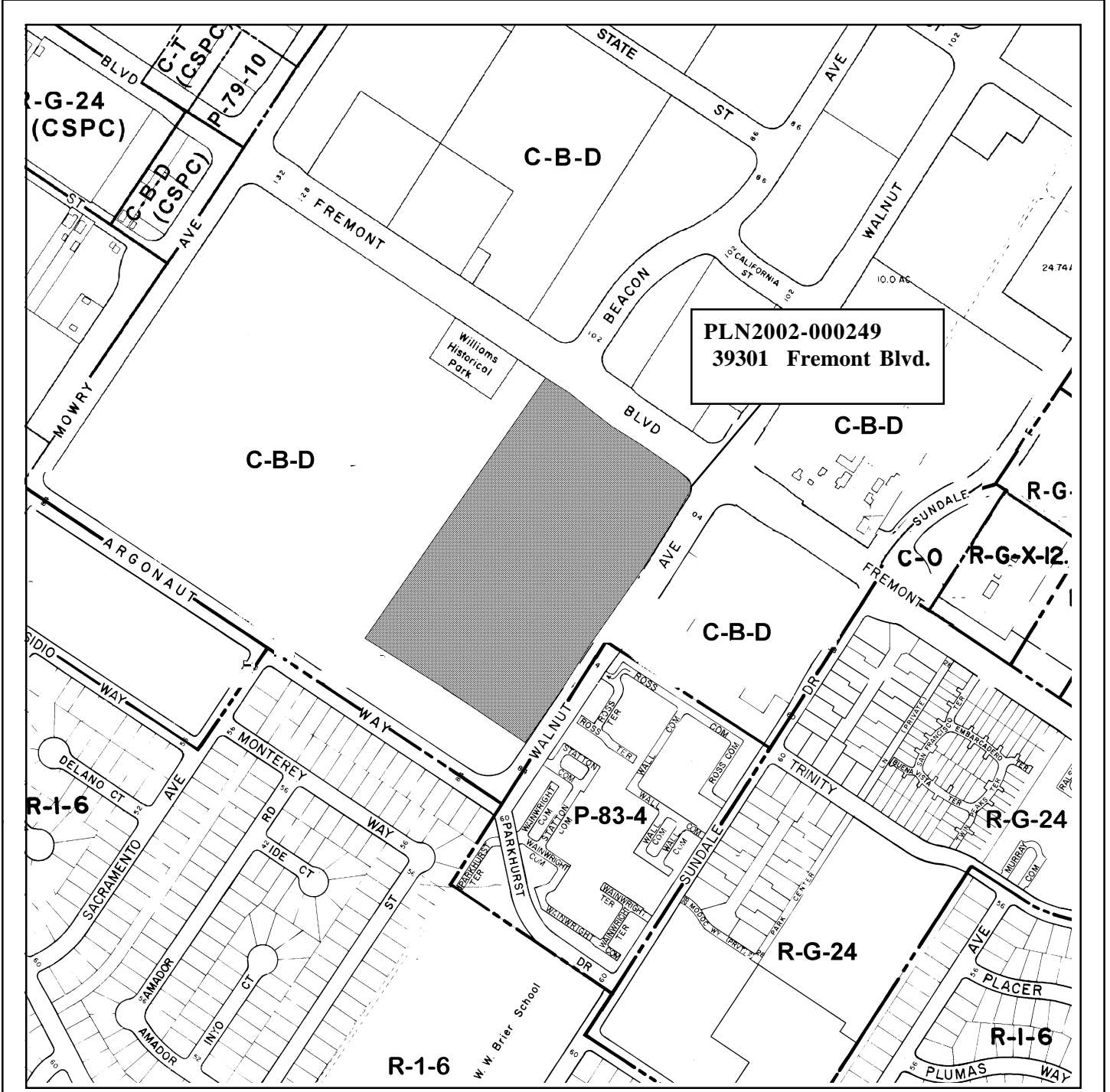
Provide direction to the applicant and staff.

# INFORMATIONAL

## Existing Zoning



1" = 500'



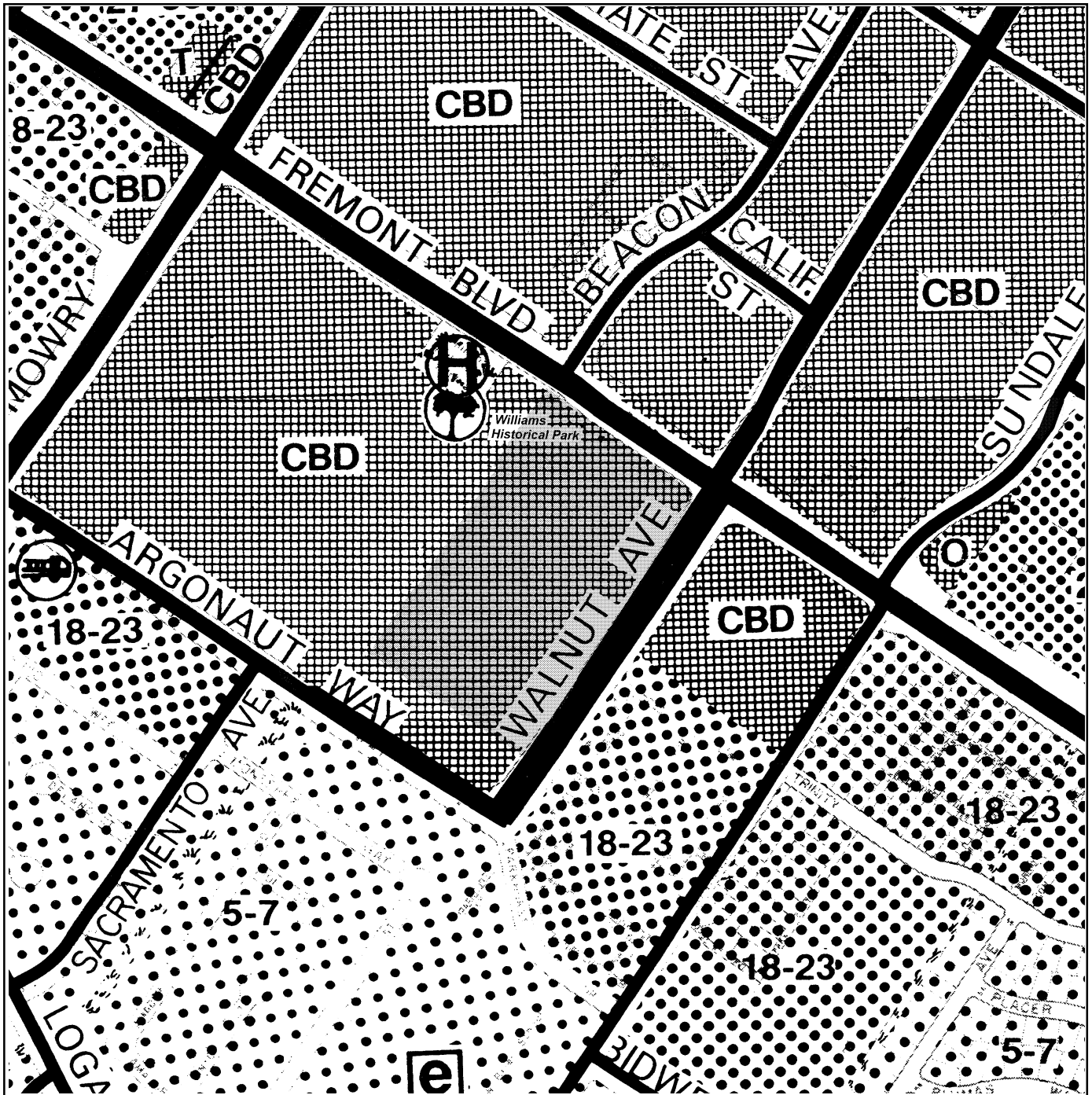
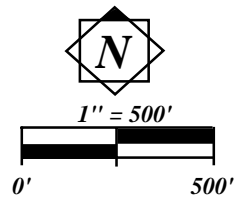
[pc 09-12-02][Approved by pc 04-11-02] 66-380, 66-384

<b>Present Zoning</b> C-B-D	<b>Existing Land Use</b> Previously retail (currently vacant building)	<b>Area</b> Approx. 14.4 Acres (Site)
<b>Surrounding Zoning</b> C-B-D, P-83-4, R-1-6, R-G-24	<b>Surrounding Land Use</b> Central Business District Commercial, Williams Historical Park, Residential	<b>Property Owner(s)</b> Target Corporation
<b>General Plan Designation</b> Central Business District Commercial	<b>Proposed Land Use/Project</b> Public Art	<b>Applicant(s)</b> John Dewes, Target Corporation



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## Existing General Plan



[pc 09-12-02][Approved by pc 04-11-02] 66-380, 66-384

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